



Tobacco Tid-bits

December, 2000

Issue 8

Southwest Washington Health District

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Coalitions Get to Work

Clark and Skamania counties have each formed coalitions. They had their first meetings in November. The coalitions are made up of local volunteers who are concerned about the effects of smoking and secondhand smoke in the community. *Fort Vancouver High School Nurse, Marty Maharg RNC*, joined the Clark County coalition to help tailor the cessation efforts to the needs of teens. "Starting up the Youth and School Task Force was a very positive outcome and the primary reason I attended the meeting," said Maharg. The goal of the coalitions is to advocate and develop community resources for tobacco education, with the goals of prevention and education. The meeting times will vary. Watch for them in this newsletter's calendar. If you would like to learn more, contact James Lanz: (360) 397-8416.

ESD 112 Funding

The Master Settlement Agreement with tobacco companies will allocate \$238,109 to ESD 112. The funds will be coming to them from the Washington State Department of Health. The money will be used to provide tobacco prevention education to students in grades 5-9 in Clark and Skamania County school districts. "We are very excited about receiving these funds and so are the districts we serve," said Sandy Mathewson, Director of Alcohol and Prevention Programs at ESD 112. "The funds will allow us to focus on prevention education, and to teach students about the dangers of tobacco prior to the onset of use."

Media Campaign Reactions

The aggressive media campaign launched by the State Department of Health in October has caused quite a buzz. "We've received a variety of comments from the public. While some people are shocked by the graphic images portrayed in some of the ads, many more support the advertising and want it to continue," according to the DOH. More campaign elements are coming. For information about state media efforts contact Lisa LaFond at: lisa.lafond@doh.wa.gov.

Quit Line off to Great Start

When the Quit Line launched in Washington last month, the state expected about 60 calls. What they got was over 200 on the first day! The second day got even better with more than 350 calls, and over 1,000 calls were received within the first 5 days. Call **1-877-270-STOP**, in Español **1-877-2-NO FUME**, TDY **1-877-777-6534**.

Airline Sued Over Smoke

A Seattle flight attendant who was exposed to years of secondhand smoke on the job was given the OK to sue by the US Supreme Court this month. Julie Duncan says she suffered lung problems because of smoke on flights to Japan. Duncan says the airline violated the Washington state law requirement to provide a safe and healthy environment. A federal judge in Washington state had dismissed the lawsuit. It seeks "tens of millions" of dollars for up to 4,000 flight attendants.
AP

Emanuel Stricter on Smoking

After a risky but successful surgery to separate conjoined Vancouver twins Alaina and Xela Bryce—Alaina went home in November. I was at Legacy Emanuel Hospital in Portland covering the story of her first day outside of the hospital. Despite the joyous occasion, I was shocked and disappointed to see and smell several hospital staff members smoking less than 15 feet away from the fragile, departing baby. My cameraman got it all on tape. Later, I called the Public Relations department at the hospital and told them what I had seen, and that I was considering doing a news story on the hazardous environment created for patients by their own staff. *Hospital PR specialist, Quita Lupfer*, was appalled, shocked and embarrassed by the situation. "Staff and patients are only allowed to smoke in designated areas— but we don't have enough enforcement," she said. Since my call, Lupfer said they have sent out memos to all staff and plan to strictly enforce a formerly lax smoking policy. Because the hospital was so responsive to getting the problem fixed, I chose not to run the story. We should all make our voices heard when secondhand smoke endangers our health or the health of others, and praise hospitals like the SW Washington Medical Center. They are truly putting health first with a 100% smoke-free campus. *Kimberly Nelson, Editor*.

Model Anti-Tobacco Speaker

Model Christy Turlington has emphysema. The 31-year-old says she smoked up to a pack of cigarettes a day between the ages of 13 and 26. She is now starring in anti-smoking commercials and posters. The posters are available at the Health District.

Clearinghouse Taking Orders

The Washington State clearinghouse has it's first new items and they are ready to take your order. For Quit Line materials, including posters, payroll inserts and brochures, or if you have materials that you would like considered for the clearinghouse, contact our local DOH representative, Carla Huyck (360) 236-3678 or e-mail carla.huyck@doh.wa.gov

Tobacco Control Saves Lives

California is the leader in tobacco control programs and a new study shows their aggressive efforts are paying off, with 33,300 fewer heart disease-related deaths. California's program was enacted in 1988 and funded by a portion of a voter-enacted cigarette tax. "Now more than ever it is clear what states need to do," said American Heart Association President Rose Marie Robertson, MD. "We must invest in tobacco control programs and use California's initial efforts as a model for saving lives." Since 1988 California has seen the biggest impact of all the states— with a 50 percent decline in tobacco use. *December 14, New England Journal of Medicine.*

Quitting on the Web

Helping You Quit— Washington State Department of Health: www.doh.wa.gov/tobacco.quit.htm

California's Smokers' Helpline— Univ.of California, San Diego: www.nobutts.ucsd.edu/default.htm

How To Quit— Centers for Disease Control and Prevention TIPS: www.cdc.gov/tobacco/how2quit.htm

Quit Net— A project of Join Together Online, Boston University School of Public Health: www.quitnet.org

Youth & Teachers— Tualatin Valley Centers, OR: www.Zapbac.com

The Smoking Cessation Center — The Women's Network. www.allhealth.com/conditions/abuse

January Calendar of Events

- January 5,** NW Media Literacy Center meeting- American Lung Assoc. 9320 SW Barber Suite #140 Portland - 8:30-11AM. Contact Erik Vidstrand (503) 988-3663 x28805
- January 9,** Tobacco Free Coalition of Clark County meeting - SW Washington Health District auditorium - 2:30-4 PM. Contact James Lanz: 397-8416
- January 10,** Cessation Task Force meeting. SW Washington Health District - 2:30PM. Contact Gail Helland, SWMC, 696-5153
- January 11,** CMASA meeting - 3:30 PM Stevenson Courthouse Annex. Contact: Susie Strom (509) 427-9490 x297
- January 16,** World No Tobacco Day workgroup committee meeting - 2:00 - Community Choices 2010. Contact Cristy Miller 694-2588
- January 17,** Community Choices 2010's Health & Safety Committee Meeting - SW Washington Medical Center Memorial Campus - 12-1 PM Fir/Willow room. Contact Cristy Miller: 694-2588
- January 23,** Youth Task Force meeting - SW Washington Health District - 2:30-4PM. Contact Theresa Cross: 397-8215
- January 23,** Coalition for a Tobacco Free Clackamas County meeting. Willamette Falls Community Health Education Center, 519 15th St. Oregon City - 3:30. Contact Erica Maxwell: (503)722-6269

Please let us know if you have a tobacco related event you would like posted here.